



the need

in Wisconsin,         
1 in 10 HOUSEHOLDS
spend half or more of their income on housing

Housing that is safe, affordable, and of good quality, is the cornerstone of stability and a satisfactory life for families in every community. Without it, life gets overwhelming. Needed repairs are unaffordable and homes are left to degrade. Unfortunately, the urge to fix these repairs is not a priority for homeowners. Property values decrease in these vulnerable neighborhoods while the cost burden increases.



the solution



Greater Green Bay Habitat for Humanity is launching Rock the Block, a weeklong event that brings together residents, municipalities, community partners, and donors to repair homes for eligible low-income homeowners and improve community spaces. Typically, 20 to 30 projects are completed with the help of more than 150 volunteers. These projects improve and beautify neighborhoods, increase property values and have a ripple effect on all homes in the community.

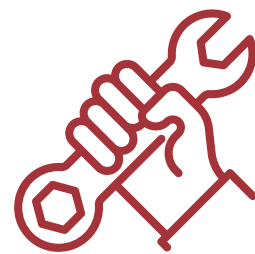




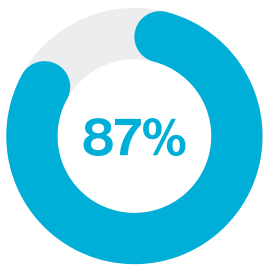
how it works

Rock the Block is a partnership between Greater Green Bay Habitat for Humanity, volunteers, donors, community partners, and municipalities to provide affordable repairs and maintenance to properties. Participation will include prep work, working alongside the volunteers, and other tasks as homeowners are able.

Eligibility is based on income guidelines and proof of homeownership. The cost of repairs can be secured by a zero percent interest deferred loan or paid in full upfront. The loan must be repaid upon moving or selling the home. Qualified repairs include but are not limited to painting, gutters, landscaping, roofing, siding, porch repair, and more.



the investment



87% of residents believe Rock the Block beautified their neighborhood



76% of residents feel Rock the Block increased neighborhood pride



55% of residents have seen improvements to their neighborhood since Rock the Block

**Data collected from similar-sized Habitat affiliates*

An investment of \$400,000 in Rock the Block and neighborhood revitalization can result in an economic impact of over \$1 million.

The estimated budget is to be allocated as follows:



\$150,000: home improvement projects



\$50,000: full-time dedicated Habitat staff person and administrative work



\$200,000: construction materials for two new future homes

Greater Green Bay Habitat for Humanity is requesting \$100,000 from the City of De Pere per year Rock the Block occurs in De Pere. Habitat for Humanity will commit to securing the remaining funds through local donors.